

What is claimed is:

1. In a computer network enabling communication between a host computer and a plurality of remote bidders, an auction information transmission and processing system implemented as a computer program within said host and network, said system comprising:

- posting means for posting information across said network, said information being descriptive of a lot available for purchase;
- bidding means available to said bidders for submitting a plurality of bids across said network in response to said information;
- receiving means for receiving a plurality of bids sent across said network by said plurality of bidders; and
- categorizing means for automatically categorizing said bids as successful or unsuccessful.

2. The system of claim 1 wherein said posting means includes a merchandise catalog page generator.

3. The system of claim 1 wherein said receiving means includes a bid storage database.

4. The system of claim 1 wherein said categorizing means includes means for incrementally increasing an unsuccessful bid in response to a successful bid.

1 5. The system of claim 1 further comprising notifying means for
2 automatically notifying each one of said bidders of the category of their respective
3 bids.

1 6. The system of claim 5 wherein said notifying means includes means for
2 automatically generating electronic mail messages.

1 7. The system of claim 5 wherein said notifying means includes means for
2 including a list of successful bids with said descriptive information.

1 8. The system of claim 5 wherein said notifying means includes means for
2 including a list of unsuccessful bids with said descriptive information.

1 9. The system of claim 5 wherein said notifying means includes means for
2 including a list of successful and unsuccessful bids with said descriptive
3 information.

1 10. The system of claim 5 wherein said notifying means includes means
2 for accessing said information and including at least a portion of said information
3 in a message to a bidder.

1 11. The system of claim 1 further comprising bid validation means for
2 validating the authenticity of each one of said bids.

1 12. The system of claim 1 wherein said categorizing means includes means
2 for comparing a first bid to a second bid and determining which of said first and
3 second bids represents a greater monetary value.

1 13. The system of claim 1 wherein said categorizing means includes means
2 for comparing the monetary value of each of said bids to a minimum bid.
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4 14. The system of claim 1 wherein said categorizing means includes means
5 for determining whether a first one of said bids is lower than a minimum bid, and
6 if so, labeling said first bid as unsuccessful.

15. The system of claim 1 wherein said categorizing means includes means
for comparing a first time of submission of a first bid to a second time of
submission of a second bid.

16. The system of claim 1 wherein said categorizing means includes means
for comparing a first quantity of merchandise in a first bid to a second quantity of
merchandise in a second bid.

1 17. The system of claim 1 wherein said categorizing means includes means
2 for comparing a first total value of a first bid to a second total value of a second
3 bid, wherein said first total value is comprised of a first merchandise quantity
4 multiplied by a first price and said second total value is comprised of a second
5 merchandise quantity multiplied by a second price.

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